

FORD LASER
GL AND GHIA, HATCH AND SEDAN
AND GLi HATCH.



HAVE YOU DRIVEN A FORD...LATELY?

AUSTRALIA
AND LASER.
THE LOVE AFFAIR
CONTINUES.

Since making its first appearance on Australian roads over a decade ago, Ford Laser has led the way in cars of its class.

And has made its way into the hearts of thousands upon thousands of Australians right across the nation.

Because Aussie-built Laser has always given us the things we look for in a smaller car, like economy, performance and affordability. And Laser also delivers something else: quality.

The recent survey conducted for the Automotive Industry Authority revealed that Ford Laser is one of Australia's best built cars.

In short, Australians love what Laser does for them. And roomier, zoomier Laser does it in many different ways.



There has always been a Laser model to meet the needs of most car buyers. XL, GL or luxurious Ghia 5-door hatchbacks. GL and Ghia 4-door sedans.

Now there is one more. Laser GLi hatch.

A masterly combination of performance and features that adds up to quite remarkable new car value.

The Laser S and TX3 sports models are described in a separate brochure.

And after you've explored this brochure, return to your Ford dealer and take a good close look at the models which make up today's Laser range. Better still, pick up a little hands-on Laser driving knowledge.

When you do, you'll understand why Laser has all the answers for even the most demanding buyer who seeks a lot of value in a smaller car.



LASER GLi.
YOU'LL LOVE WHAT IT
WILL DO FOR YOU.

You'll love what Laser GLi hatch will do for you. And you'll love what we've done to make the Laser GLi stand out among the cars in its class.

With disc brakes all around, power rack and pinion steering, powerful and efficient 1.8 litre EFI engine and up-to-the minute styling, Laser GLi makes a classy statement that's distinctively its own.

You take to the street with a lot of style and an array of features. Like body-coloured bumpers and sporty wheel covers, designed to grab admiring glances wherever you drive.

Inside, you're surrounded by all the room and comfort that's helped to make Laser famous. And by a host of desirable features.

Great sounding 4-speaker stereo radio-cassette player with electronic tuning, auto store and a programmed anti-theft feature.

A comprehensive display of instruments. Sporty style cloth seat trim. Lumbar adjustment on the driver's seat. Plus a number of thoughtful touches, like illuminated ignition, an interior dome lamp incorporating individual spot lights and a wiper/washer on the hatch lid.



COMFORT AND

ENJOYMENT:

THE BIG PICTURE.

Not surprisingly, many people have arrived at their decision to buy a Laser while sitting inside the car.

It's a decision they've felt very comfortable about.

Because Laser has always been extremely generous when it comes to providing plenty of head, leg and shoulder room for all.

But it's not only the amount of room. It's what Laser does with the room that's impressive.

The choice of seats and seating materials has been governed by a basic belief: that you should be as relaxed and comfortable throughout a journey of several hours as you are for one of just a few



Convenient 60/40 split folding rear seat.

The front seats have adjustable head restraints.

The seat back angle may be adjusted, and both front seats can be moved forward and backwards.

The rear seats, incorporating



Wiper/washer on hatch lid.

a large scale, Laser doesn't overlook small details either. Like seat back pockets, front door bins and a roomy glove compartment to store your cassettes, magazines and other personal items. A footrest for



Laser's seats have many adjustments, allowing you to find the most comfortable position quickly and easily.



minutes. Therefore, with deep cushions and firm springs, Laser's seats have been designed to provide great comfort over great distances.

Numerous adjustments enable the driver and front seat passenger to find the most comfortable seating position quickly and easily.

inbuilt headrests, have been designed with a handy 60/40 split-fold feature. It enables you to accommodate long items in the boot or hatch and still have room for passengers in the back.

Hard wearing, easycare seat fabrics have been specially chosen

to co-ordinate with the whole interior design. They're cool in summer and warm in winter.

The look and feel of Laser's interior is enhanced by the warmth and luxury of wall to wall carpets.

And while the big picture inside is one of room and comfort on

the driver. Centre console. A carpeted luggage compartment. And 4-speed fan boosted heating and ventilation.

Remote control fuel filler door, boot/hatch lid release.





Air conditioning.



Power windows. (Ghia only.)

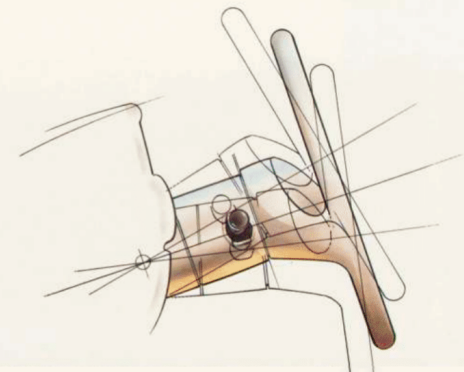
DEDICATED TO THE JOY OF DRIVING.

When you sit in the driver's seat, you will realise that Laser's designers have developed something more than a highly attractive

A driving position that provides excellent all-round visibility.

A steering column that's tilt adjustable to allow you to find the most comfortable position.

As you, the driver, discover that



Electrically controlled exterior mirrors. (Ghia only.)



4-speed automatic transmission.

and functional set of instruments and controls. They've created a driving experience.

It's all before you. Clean, clear instrumentation.

Controls that fall instinctively to hand. Gauges and warning lights that can be seen at a glance.

Laser is dedicated to the joy of driving, your passengers will be finding out that Laser is also all about the enjoyment of travelling - as they share the quality sound of Laser's 4-speaker stereo, and appreciate the personal comfort of ducted rear seat heating and cooling.



4-speaker stereo radio-cassette player with auto store, seek and programmed anti-theft feature.



LASER GL.

A LOT OF LASER FOR A

LOT OF FUN.

A joy to own and fun to drive.
That's Laser GL sedan and hatch.

And the fun starts with the
smooth performance of a 16 valve
1.6 litre engine matched to a

quick-shifting 5-speed manual
transmission. It's an economical
combination. 3-speed auto is
available as an option.

The pleasure continues with
power-assisted rack and pinion
steering. It provides precise control
on the highway and takes the

strain out of low speed manoeuvres
like parking.

To make driving easier, more
enjoyable and entertaining, Laser
GL offers a string of features. A
4-speaker stereo radio/cassette
system incorporating anti-theft
security coding. 4-speed fan
boosted ventilation. Comprehensive
instrumentation and warning
lights. Side and rear tinted glass.

When you look at what it's
got, it's easy to see why Laser is
Australia's favourite 4-cylinder car.



HAVE IT ALL WITH
LASER GHIA.

Soft, luxurious velour upholstery. Power windows, door locks and side mirrors. Power steering. High grade 4-speaker Clarion stereo. Quality deep pile carpets. With Laser Ghia sedan or hatch there's so much driving pleasure. And, hey, you haven't even turned the key yet.

For the key will bring to life Laser Ghia's 1.8 litre EFI engine. With four valves per cylinder, it's smooth and efficient. The Ghia engine is teamed with a quick, precise 5-speed manual shift

or optional computer-controlled 4-speed automatic (standard on sedan).

Laser Ghia refinements include four-wheel disc brakes, driver's seat lumbar support and cushion tilt adjustment, distinctive full wheel covers, body-colour bumpers and electrically controlled side mirrors.

The deluxe stereo sound system incorporates Dolby B noise reduction, music search and a special coded anti-theft system.

This Laser represents the level of comfort, luxury and sophistication that has become synonymous with the Ghia badge.





*Where did all this space come from?
With a Laser you can take it all with you.*

TAKE IT WITH YOU.

When it comes to accommodating your needs, there's nothing small about Laser.

For example, suppose you need to get away from it all for a weekend, or a week or two. You'll find your Laser will easily cope with the kind of luggage a family can generate.

You see, whether you choose sedan or hatch you'll discover Laser's trim, compact exterior



belies the spacious interior and expansive luggage areas.

The 60/40 split rear seat also provides a lot of load carrying versatility. The design opens up various options, depending on your load carrying requirements.

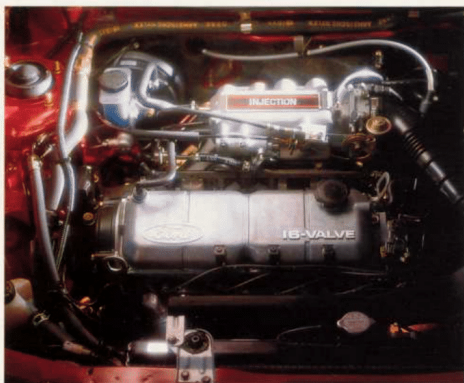
For instance, the 60/40 split is great for long or awkward shaped

items. No need to consign your brand new set of K2s to a ski rack. Simply fold down a section of the rear seat and slide them in through either the hatch or the boot, and still have room for passengers in the rear.

Laser isn't just a pretty face.

It's the smart choice for a lot of very practical reasons, as you'll find out when you lift the luggage compartment lid.





1.8 EFI SOHC 16v.

Bore x Stroke mm	83 x 85
Cylinder head	Aluminium Alloy
Displacement cc	1840
Compression Ratio	8.9:1
Fuel System	Multipoint electronic fuel injection with electronic spark advance
Fuel	Regular Unleaded
Max. Power DIN kW/rpm	76/5500
Max Torque Nm/rpm	150/4000



1.6 SOHC 16v.

Bore x Stroke mm	78 x 83.6
Cylinder head	Aluminium Alloy
Displacement cc	1598
Compression Ratio	9.2:1
Fuel	Regular Unleaded
Max. Power DIN kW/rpm	64/6000
Max Torque Nm/rpm	123/3100



POWERFULLY

PERSUASIVE.

Your Laser's engine size will depend on which model you choose. But whichever Laser you opt for, you will gain the very latest in design and technical refinement because every Laser engine incorporates advanced 16-valve technology.

With four valves per cylinder, more air and fuel enters the pent-roof combustion chamber and the exhaust gases escape faster.

This makes for more efficient (and therefore, more economical) fuel consumption and enhanced performance.

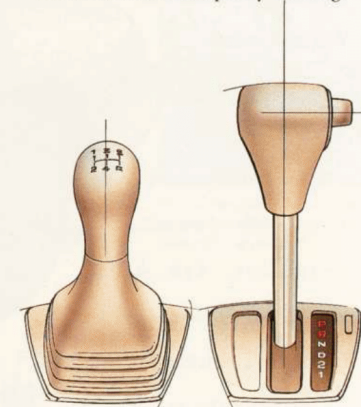
The result is something you will appreciate as soon as you depress the accelerator. The engine feels smooth and responsive and the power flows evenly. You experience more torque at lower speeds and greater power at higher engine speeds. Laser XL and GL are equipped with a 1.6 litre SOHC 4-cylinder engine that can deliver a substantial 64 kW of power and 123 Nm of torque with 4 valve per cylinder smoothness and efficiency.

For Laser GLi and Ghia, the

chosen engine is a single overhead cam 1.8 litre 4-cylinder with computer-controlled electronic fuel injection. Producing 76 kW of power and 150 Nm of torque, this engine offers impressive levels of both performance and economy.

Laser power is applied via a choice of transmissions.

A versatile 5-speed manual that's on its own for shifting ease and feel. It's light, positive and the throw is short for speedy shifting.



A 3-speed automatic transmission, matched to the 1.6 litre engine, is available as an option on Laser GL. Laser GLi and Ghia offer the option of an electronically controlled 4-speed automatic.

This advanced unit is exceptionally smooth, with virtually imperceptible gear changes.

HOLD ON.

YES, THEY DO!

"Handling - and here I'm talking about on-the-limit handling, the sort that matters when you're in an emergency situation on the road - has always been a strong point of the Laser since its inception."

That isn't someone from Ford speaking. It's Barry Lake of *Motor magazine**, whose job it is to be critical.

This acclaim recognises the fact that Ford's engineers have given Laser a suspension that's in tune with Australian conditions. And strong enough to survive them.

Laser's celebrated ride and handling is the result of a fully independent suspension system. The design incorporates a combination of McPherson struts and coil springs front and rear, with stabiliser bars.

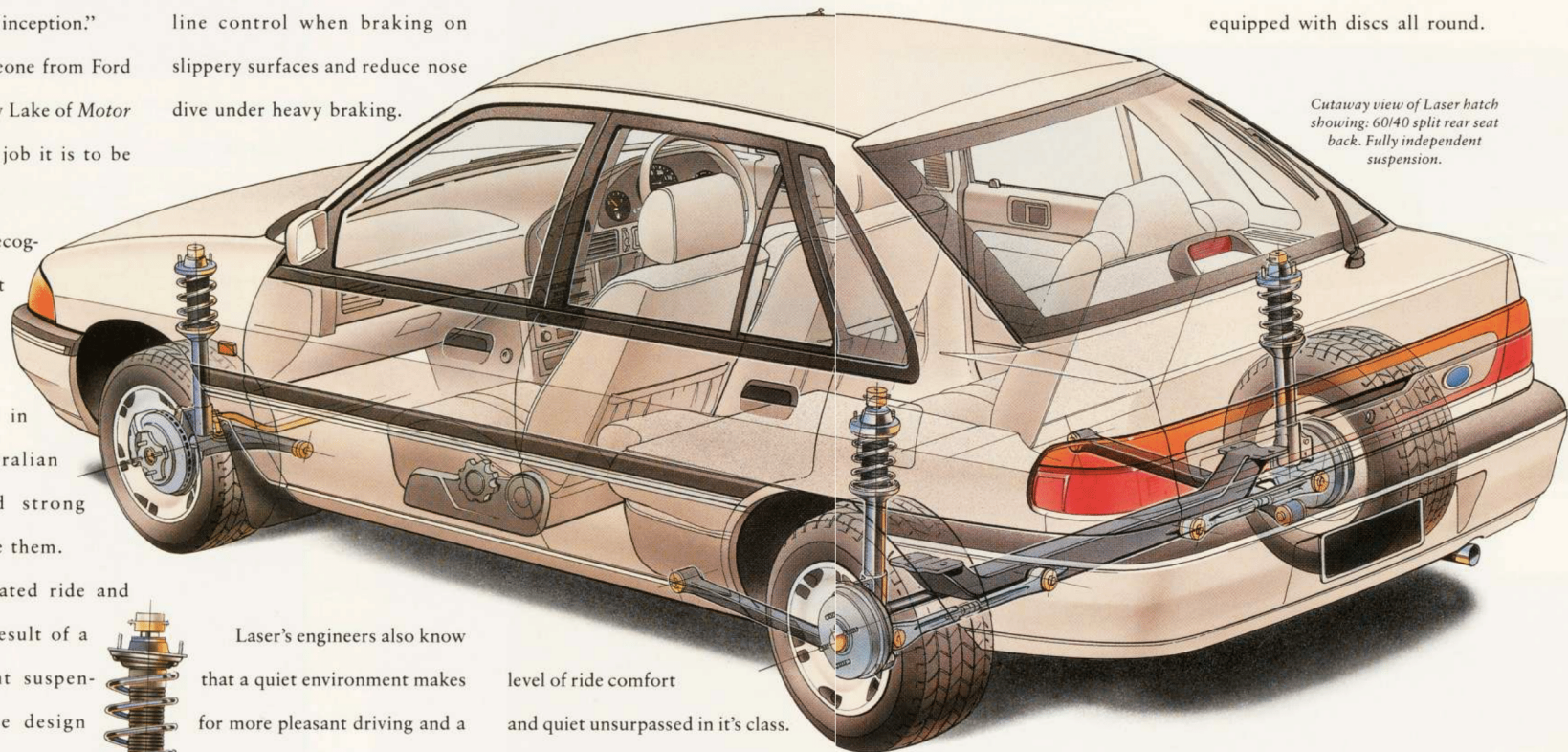
*September 1991.



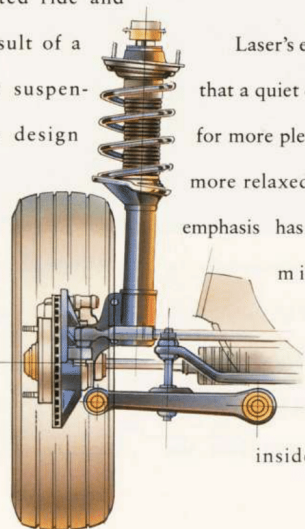
The Laser body has extensive anti-corrosion, treatment.

The front suspension geometry has been set to maintain straight line control when braking on slippery surfaces and reduce nose dive under heavy braking.

You'll find the Laser provides crisp, precise handling with a



Cutaway view of Laser hatch showing: 60/40 split rear seat back. Fully independent suspension.



Laser's engineers also know that a quiet environment makes for more pleasant driving and a more relaxed driver. So special emphasis has been placed on minimising the intrusion of wind, road and mechanical noise inside the car.

level of ride comfort and quiet unsurpassed in it's class.

ONLY THE BEST.

Ford engineers believe rack and pinion is the best steering system you can have on a car. So it's what you'll find on every Laser. It's quick, precise and provides excellent 'feel'.

On Laser GL, GLi and Ghia

the rack and pinion steering is power-assisted. The system is speed sensitive. It provides more power at low engine speeds to assist in manoeuvres like parking. At higher engine speeds the amount of power assistance is reduced to

improve road feel. While on the subject of manoeuvrability, it's worth noting that Laser's turning circle is a compact 9.6 metres.

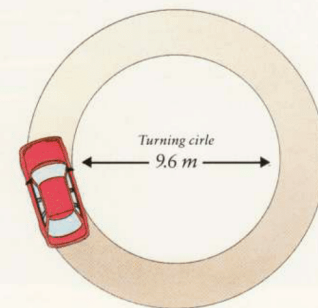
It's something you'll appreciate if you spend a lot of time travelling in and around the city.

And, because your safety always comes first, up front on every Laser you'll find the dependable stopping ability of big power disc brakes. On XL and GL, you have the proven combination of front discs and rear drums. Laser GLi and Ghia are equipped with discs all round.

Also reassuring is the fact your new Laser has been engineered to last. Every Laser embodies extensive anti-corrosion treatments. And the latest technology has been used to create a beautiful mirror-like paint finish.



Fully independent suspension for precise handling and excellent ride comfort.



MAKING YOUR LASER

YOUR LASER.

There's still a little more fun to be had. And the place to get it is at your Ford Dealer, where you can choose from a wide range of Laser accessories available to add that extra touch of style or function,

performance or protection.

We suggest you select your accessories at the time you order your new Laser for three good reasons: One, your new Laser will be equipped with the selected accessories when you take delivery. Which is much more convenient

than having them fitted later.

Two, you will know that the accessories have been approved by Ford and are right for your Laser.

Three, the accessories will be backed by the Ford dealer 24 month/50,000 kilometre Express New Vehicle Warranty.



All dressed up and ready to go. Laser Ghia shown (front view) with Carry Bars, Weathershield, Headlamp Guards and Bonnet Protector.



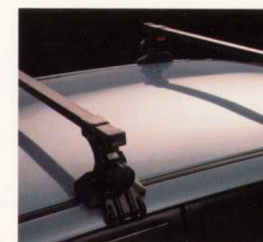
Shown (rear view) Rear Sunshade (available for Hatch only), Towbar.



Air Conditioning - for cool comfort and quick demisting.



Door Bins - for additional interior storage. XL only.



Carry Bars - help extend Laser's carrying capacity. Easy to fit and remove.



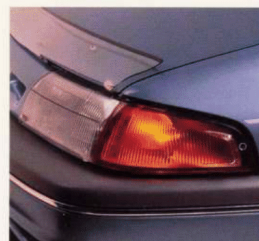
Rear Louvre - reduces sunload on rear window and helps prevent heat build-up. Available for sedan and hatch.



Rear Sunshade - a stylish accessory to shade rear window. Available for hatch only.



Weathershields - made of acrylic, helps protect driver and front passenger from wind and light rain. Not available for TX3.



Headlamp Guards and Bonnet Protector - help protect valuable headlamps and paintwork from stone damage.



Sports Road Wheels - stylish alloy road wheels for a sporty look. Available in white or silver.



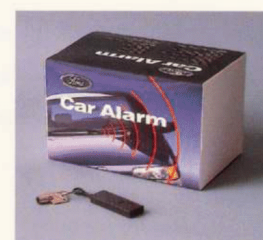
Styled Rear Mudflaps - enhance styling and help protect bodywork from stones and road grime. For XL, GL, GLi and S.



Towbar - designed and tested for Laser. Maximum load capacity 500 kg - trailer wiring accessories also available.



Tailored Carpet Mats - tailored to fit footwells. Stylish, hard wearing protection for Laser's fitted carpets.



The only car alarm approved by Ford. Can be tailored to provide different levels of protection. Features both audible and visual alarms.

F O R D C A R E .
O U R
C O M M I T M E N T
T O C U S T O M E R
S A T I S F A C T I O N .



Fordcare is a whole range of programs, products and services designed to make Ford owners the most satisfied motor vehicle owners in Australia.

Fordcare starts when you enter a Ford dealer's showroom, it's there when you take delivery of your new Ford and it continues for the life of the vehicle.

That means first class service for you at all times, and nothing less than the best for your Ford from our extensive network of authorised Ford dealers.

As motor vehicles become more sophisticated and technically advanced, specialised care and maintenance become more vital.

Fordcare provides the technical equipment and expertise to keep your Ford operating in peak condition. The well-being of your Ford is supported by these additional warranties:

T H E F O R D
2 4 M O N T H /
5 0 , 0 0 0 k m
E X P R E S S N E W
V E H I C L E
W A R R A N T Y .



Covers your Ford against defects in factory materials or workmanship for the first 24 months or 50,000 km - whichever occurs first. When fitted at time of vehicle purchase, Ford Approved Accessories are also covered by the Ford 24 month/50,000 km Express New Vehicle Warranty.

F I V E Y E A R
P E R F O R A T I O N
C O R R O S I O N
W A R R A N T Y .

Covers the original vehicle's body against perforation corrosion for the first five years of its life.

L I F E T I M E S E R V I C E
W A R R A N T Y .



Covers the majority of part replacements, including labour, carried out by your Ford dealer after

the expiration of the initial Ford 24 month/50,000 km Express New Vehicle Warranty. It means you will only ever pay once for such repairs under normal driving conditions.

L I F E L O N G P A N E L
W A R R A N T Y .



Covers replacement of outer body panels against perforation corrosion for the life of the vehicle.

Further information on these warranties may be obtained from your Ford dealer.

F O R D C U S T O M E R
A S S I S T A N C E
C E N T R E .



We're always happy to hear from you and you will find our Customer Assistance Representatives responsive to your needs. Our Representatives can assist with any enquiry that goes beyond the scope of your Authorised Ford Dealer.

Customer Assistance Centre.
Phone 008 333 306 (TOLL FREE),
in Melbourne phone 359 7023.

